



The Smart Northern California Seller Checklist

What to review before you list – so you don't leave money on the table

1. Pricing & Market Positioning

- Review recent comparable sales, pending listings, and active competition
- Understand buyer demand and pricing sensitivity in your neighborhood
- Confirm launch timing to maximize exposure

2. Property Preparation That Impacts Value

- Address deferred maintenance affecting buyer perception
- Declutter, depersonalize, and professionally clean
- Evaluate staging or light enhancements

3. Disclosures, Documents & Risk Reduction

- Complete all required seller disclosures
- Gather HOA documents, warranties, and improvement records
- Identify potential red flags early

4. Marketing Readiness (Before Going Live)

- Professional photography and media scheduled
- Listing narrative and highlights approved
- Exposure strategy confirmed

5. Showing Strategy & Offer Control

- Establish showing access expectations
- Define offer review strategy in advance
- Prepare a negotiation plan

Questions about any item on this checklist?

You are always welcome to call me for clarity, strategy, or next steps.

(Complimentary market analysis available upon request.)

To book a complimentary call: calendly.com/mickie-giacomini/claritycall

or

